

\_lucrs

# Cristiano Luís

a product designer who codes

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Currently based in São Paulo, Brazil, with 6+ years of experience in solving problems by crafting and coding creative digital experiences

## EXPERIENCE

2016 - CURRENT

### IMASTERS | E-COMMERCE BRASIL

UI/UX Designer

I'm in charge of the company's digital products, participating in research, user interviews and prototyping in several national level products.

I had a big role in redesigning all the company online communication, including their portals, websites for all events and conferences hosted by them, particularly Fórum E-Commerce Brasil, which is one of the biggest e-commerce conferences in the world. I also act as a facilitator between the design team and the development team, overseeing tasks, and helping steer all our projects towards success.

2012 - CURRENT

### ROSARIO

Co-Founder & Product Designer

Rosario is a well-known brazilian streetwear brand owned by me and partners. My role in the company transitions between designing, prototyping, coding and maintaining our online shop, assuring customer success, and dealing with financial and management tasks.

2012 - 2016

### ID STUDIO

Web Designer

My role in this company was creating online experiences, such as websites and webapps, participating in all steps of most projects, from managing them, doing research, prototyping and coding them alongside a team of developers. I also worked with branding, visual identity projects and illustration.

## EDUCATION

### MACKENZIE PRESBYTERIAN UNIVERSITY

2010 - 2013

Bachelor degree in Graphic Design

### MASTER KEY - THE PROJECT MANAGER OF THE FUTURE

2017

Perestroika

## SKILLS

Very strong skills in UI, UX and Visual Design, and all the tools of the trade, including Sketch, Invision, Zeplin & Photoshop

Strong foundations in HTML, CSS & Sass

Skills with Javascript, jQuery, PHP, Git, Wordpress, Jekyll